

NE - Newsletter Editor Report
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The February issue of the MPLA Newsletter features the OLA/MPLA conference information we have so far. For the newsletter discussion at the board meeting, here is information that may be helpful:

2009 Newsletter Income-Expense

(includes copies for handouts at state conferences and free copies to library education programs)

Income	
Advertising & Subscriptions	\$ 838.82
Total Income	\$ 838.82
Expense	
Printing	\$ 5348.31
Mailing	\$ 1226.49
Bulk Mail Permit	\$ 185.00
Editor	\$ 1700.00
Ad Commissions	\$ 33.75
Total Expense	\$ 8493.55
Net Cost	\$ 7654.73

Projected Expense Electronic Only

(no copies for handouts at state conferences and free copies to library education programs)

Income	- 0 -
Expense - Editor	\$1700.00
Net Cost	\$1700.00

Notes:

Currently around 300 members request print newsletter to be mailed, with another 40-50 sent gratis, and 75-100 extras printed for handouts at MPLA booth at state conferences. Normal print run is 500.

Unknown: Would some Institutional members who join through EBSCO, SWETS, or COX drop their memberships? There are currently 13 Institutional members of this type, with annual dues ranging from \$50 - \$125 each. Would some Personal members discontinue memberships because of not receiving print newsletter? So far, seven annual subscriptions@\$25 each have been received for 2010. We have one paid advertiser through the February 2010 issue.

Printing costs may rise in 2010 - amount unknown.

If printing costs remain same and no Institutional or Personal members drop out as a result, net savings to MPLA would be close to \$6,000.